



George R. Gay, CFP, AIF
Chief Executive Officer

George Gay is Chief Executive Officer of First Affirmative Financial Network. He chairs First Affirmative's Investment Committee, and has hosted the annual SRI in the Rockies Conference since 1990. He served as a Director of the Social Investment Forum for over a dozen years and was the recipient of the SRI Service Award in 1997.

Mr. Gay joined the company that was to become First Affirmative Financial Network as a financial planner in November 1986. He assumed the position of Chief Operating Officer in 1989 and managed the sale of the company to Walnut Street Securities, Inc., in 1995. He served as President of the First Affirmative division of Walnut Street Advisers and as Vice President of Walnut Street Advisers (1995–1999), and became First Affirmative's CEO on July 1, 1999 when the company again became independent.

Originally from Michigan, Mr. Gay is a 1974 graduate of the United States Military Academy at West Point. He served on active duty for nine years in various command, staff, and faculty assignments as an Armor officer. His final assignment on active duty, and then for three years as a civilian, was in the Resource Management Division, Directorate of Personnel and Community Activities at Fort Carson, Colorado. As division chief, Mr. Gay was responsible for the financial management of most business operations on the installation, ranging from the Golf Course and Bowling Center, to the Club Systems and Child Care operations. Upon his departure, he received the Department of the Army "Commander's Award for Civilian Service."

First Affirmative produces the annual SRI in the Rockies Conference for the sustainable and responsible investment (SRI) industry. The 21st annual SRI in the Rockies Conference will be November 18–21, 2010 at the JW Marriott Hill Country Resort & Spa in San Antonio, Texas.

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